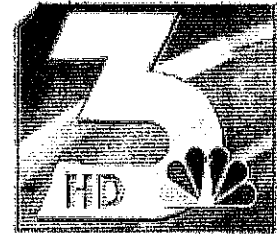


ORDER



KSNV

Orders
Order / Rev: 106573 1
Alt Order #: 06852105
Product Desc: DSCC IE
Estimate: 1771
Flight Dates: 09/14/12 - 09/24/12
Original Date / Rev: 09/13/12 / 09/14/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Senatorial Campaign Cor
Demographic: A25-54
Product Codes: PLI1,PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	100	\$94,225.00	\$80,091.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	100	\$94,225.00	\$80,091.25	0.00
Totals	100	\$94,225.00	\$80,091.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	36%	\$94,225.00
Market	100%	\$261,736.11

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$65,434.03
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$52,347.22
KTUD	1%	\$2,617.36
KVVU	15%	\$39,260.42
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,852.08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	4	\$600.001		0.00	NM	4	\$2,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			4		\$600.00		0.00				

Order / Rev: 106573
 Alt Order #: 06852105
 Flight Dates: 09/14/12 - 09/24/12

Advertiser: Democratic Senatorial Campaign Comm
 Product Desc: DSCC IE
 Estimate: 1771
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$600.00	1	0.00	NM	4	\$2,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$600.00		0.00			
E 2	KSNV	09/18/12	09/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$1,000.00		0.00			
E 3	KSNV	09/18/12	09/24/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$1,500.00		0.00			
E 4	KSNV	09/15/12	09/22/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	2	\$700.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
Week:		09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 5	KSNV	09/15/12	09/22/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	2	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$625.00		0.00			
Week:		09/17/12	09/23/12	-----S-					1	\$625.00		0.00			
E 6	KSNV	09/16/12	09/23/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	2	\$750.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$375.00		0.00			
Week:		09/17/12	09/23/12	-----S					1	\$375.00		0.00			
E 7	KSNV	09/16/12	09/23/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	2	\$1,000.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
E 8	KSNV	09/16/12	09/23/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
E 10	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$900.00		0.00			
E 11	KSNV	09/18/12	09/24/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$450.00		0.00			
E 12	KSNV	09/18/12	09/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$325.00		0.00			
E 13	KSNV	09/18/12	09/24/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00

Order / Rev: 106573
 Alt Order #: 06852105
 Flight Dates: 09/14/12 - 09/24/12

Advertiser: Democratic Senatorial Campaign Comm
 Product Desc: DSCC IE
 Estimate: 1771

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--					4	\$425.00		0.00			
E 14	KSNV	09/18/12	09/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--					4	\$325.00		0.00			
E 15	KSNV	09/18/12	09/24/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--					3	\$425.00		0.00			
E 16	KSNV	09/18/12	09/24/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--					4	\$325.00		0.00			
E 17	KSNV	09/18/12	09/24/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--					3	\$450.00		0.00			
E 18	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--					4	\$700.00		0.00			
E 19	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--					3	\$700.00		0.00			
E 20	KSNV	09/18/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--					5	\$1,200.00		0.00			
E 21	KSNV	09/15/12	09/22/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	2	\$1,300.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					2	\$650.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	-----					0	\$650.00		0.00			
E 22	KSNV	09/15/12	09/22/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
NEWS 3: TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$500.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	-----S-					1	\$500.00		0.00			
E 23	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$4,000.00		0.00			
E 24	KSNV	09/24/12	09/24/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Revolution															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	M-----					1	\$3,200.00		0.00			
E 25	KSNV	09/19/12	09/19/12		CM	10-11pm	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00

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Advertiser: Democratic Senatorial Campaign Comm
 Product Desc: DSCC IE
 Estimate: 1771
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 36	KSNV	09/16/12	09/23/12	Sun PR 9-10p Sunday Prime 9-10pm	CM	9-10pm	-----S	:30	1	\$1,200.00	1	0.00	NM	2	\$2,400.00
Dateline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$1,200.00 0.00 Week: 09/17/12 09/23/12 -----S 1 \$1,200.00 0.00															
E 37	KSNV	09/14/12	09/17/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	M---F--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/12 09/20/12 M---F-- 1 \$600.00 0.00															
E 38	KSNV	09/14/12	09/17/12	Today Show Today Show	CM	658a-9am	M---F--	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/12 09/20/12 M---F-- 1 \$1,500.00 0.00															
E 39	KSNV	09/14/12	09/17/12	Rachael Ray Rachael Ray	CM	11am-12pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/12 09/20/12 M---F-- 1 \$325.00 0.00															
E 40	KSNV	09/14/12	09/17/12	The Doctors The Doctors	CM	2pm-3pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/12 09/20/12 M---F-- 1 \$325.00 0.00															
E 41	KSNV	09/14/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M---F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/12 09/20/12 M---F-- 1 \$450.00 0.00															
E 42	KSNV	09/14/12	09/17/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M---F--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/12 09/20/12 M---F-- 1 \$700.00 0.00															
E 43	KSNV	09/14/12	09/17/12	M-F Early News M-F Early News	CM	5-630p	M---F--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/12 09/20/12 M---F-- 2 \$1,200.00 0.00															
E 44	KSNV	09/14/12	09/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M---F--	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/12 09/20/12 M---F-- 1 \$1,100.00 0.00															
N 45	KSNV	09/23/12	09/23/12	Chris Matthews 9:30AM SM Chris Matthews SUN 9:30am	SM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
added line 45 back on for line 9 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$500.00 0.00															
N 46	KSNV	09/16/12	09/16/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:30 PM-10:00 PM)	-----S	:30	1	\$500.00	3	0.00	NM	1	\$500.00
added line 45 back on for line 9 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$500.00 0.00															
													Totals	100	\$94,225.00